

Mystic Irish 5K Road Race

Saturday,
March 16, 2019



EVENT PROFILE

The Mystic Irish 5K is one of a series of certified course race events that encourages and promotes healthy activities in a noncompetitive atmosphere and stimulates economic activity within the community. A portion of all proceeds benefits the departments scholarship fund.

Everyone is Irish for a day ... and who doesn't love to wear some green? This event kicks off a weekend of Saint Patrick's Day celebrating in Downtown Mystic. Participants of all ages run along scenic River Road on the banks of the Mystic River.

PROMOTIONAL PLAN

- Advertising in Groton Parks & Recreation Brochure (distribution of 19,000+)
- Event Banner along Route 1 (15,100 vehicles pass by daily)
- Press Releases
- Social Media Campaign – Facebook
- Website Information
- Special Invitation to Past Participants
- Radio

| SPONSORSHIP BENEFITS | STARTING LINE SPONSOR \$250 | FINISH LINE SPONSOR \$500 | EXCLUSIVE HYDRATION STATION SPONSOR (1 per race) \$1,500 |
|--|--------------------------------|------------------------------|---|
| ONLINE | | | |
| Logo posted on special events page on GrotonRec.com with a link to sponsor's website | ✓ | ✓ | ✓ |
| SIGNAGE | | | |
| Opportunity to hang banner at race | | ✓ | ✓ |
| Opportunity to put logo on distance marker signs along race route | | | ✓ |
| MEDIA PROFILE | | | |
| Large logo printed prominently on back of race t-shirts (With commitment by March 1, 2019) | | | ✓ |
| Small logo on race day shirt | ✓ | ✓ | |
| Recognition in printed race publicity (posters, press releases, & more) | | ✓ | ✓ |
| Recognition in radio promotions | | | ✓ |
| ONSITE | | | |
| Opportunity to include information in race packet | ✓ | ✓ | ✓ |
| Info booth or table in the pre-race area | | ✓ | ✓ |
| Opportunity to distribute promotional items to participants | | ✓ | ✓ |
| Live recognition during pre-race ceremony | | ✓ | ✓ |
| Exclusive promotional opportunities at water stops | | | ✓ |

Groton Parks & Recreation

SPONSOR COMMITMENT FORM

Please complete and return to the address below. Please print all names legibly and exactly as they should appear in all publications.



| | | | |
|-----------------|----------------------|-------|----------------------|
| Sponsor Name | <input type="text"/> | | |
| Contact Person | <input type="text"/> | | |
| Mailing Address | <input type="text"/> | | |
| Billing Address | <input type="text"/> | | |
| City | <input type="text"/> | State | <input type="text"/> |
| | | Zip | <input type="text"/> |
| Phone | <input type="text"/> | Email | <input type="text"/> |

TYPE OF CONTRIBUTION

☐ **Cash-** complete box to the right

☐ **In-Kind Sponsorships**

In-Kind sponsorships for any of our events are greatly appreciated. Needs vary by event. If your company would like to contribute to any of our events by providing donation of goods and/or services, please contact Mark Berry as noted below. (complete description box below)

Description

SPONSORSHIP OPPORTUNITIES

**Only 1 per race ** Indicates only 1 available*

Souper Bowl

- | | |
|--|-------|
| <input type="checkbox"/> Ladle Sponsor | \$600 |
| <input type="checkbox"/> Spoon Sponsor | \$350 |

Race Sponsors - Check one

- | | |
|--|---------|
| <input type="checkbox"/> Mystic Irish 5K | |
| <input type="checkbox"/> Mystic Muddy Mayhem | |
| <input type="checkbox"/> Tour de Noank | |
| <input type="checkbox"/> Hydration Station Sponsor * | \$1,500 |
| <input type="checkbox"/> Finish Line Sponsor | \$500 |
| <input type="checkbox"/> Starting Line Sponsor | \$250 |

Summer Soundwaves

- | | |
|---|-------|
| <input type="checkbox"/> Headlining Sponsor | \$500 |
| <input type="checkbox"/> Supporting Sponsor | \$250 |

4th of July Parade

- | | |
|--|---------|
| <input type="checkbox"/> Freedom Sponsor ** | \$1,000 |
| <input type="checkbox"/> Patriot Sponsor | \$500 |
| <input type="checkbox"/> Red/White/Blue Sponsor ** | \$250 |

Celebration on the Thames

- | | |
|---|---------|
| <input type="checkbox"/> Stage Sponsor ** | \$1,500 |
| <input type="checkbox"/> Supporting Sponsor | \$150 |

Bakers Battle

- | | |
|--|-------|
| <input type="checkbox"/> Sprinkles Sponsor | \$600 |
| <input type="checkbox"/> Sugar Sponsor | \$350 |

What's it Worth?

- | | |
|---|-------|
| <input type="checkbox"/> Heirloom Sponsor | \$600 |
| <input type="checkbox"/> Vintage Sponsor | \$350 |

Chili Cook-Off

- | | |
|--|-------|
| <input type="checkbox"/> Lights & Sirens Sponsor | \$600 |
| <input type="checkbox"/> 9-1-1 Sponsor | \$350 |

SPONSORSHIPS MUST BE RECEIVED BY APRIL 1 TO APPEAR IN THE SUMMER DISCOVER GUIDE.

If applicable, please email a camera-ready (.eps) color copy of your sponsor logo to the Email address below for promotional uses.

Questions: Please contact Mark Berry at mberry@groton-ct.gov or 860-536-5680

Check are made payable and mailed to: Groton Parks & Recreation 29 Spicer Avenue, Noank, CT 06340-5659

Signature

Date